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fashion calendar

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35 WEST 53rd STREET • NEW YORK 19

RUTH FINLEY, EDITOR FRANCES HUGHES, ASSOCIATE EDITOR

1954

january

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february

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1955

january

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK ENDING FRIDAY, JANUARY 15, 1954

Friday Jan. 15 8:00 A.M. Coffee	"KAFFEE KLATCH" FOR VISITING PRESS	CAPEZIO, INC.	756 SEVENTH AVENUE (AT 49TH STREET)
	Capezio (Auxiliary Member of the N.Y. Dress Institute) showing in Boutique. By invitation. Contact: Jackie Dempsey at Capezio, JU. 6-2150.		
Jan. 15 9:00 A.M.	TRIGERE, INC. (N.Y. DRESS INSTITUTE) SHOWING FOR VISITING PRESS, 550 SEVENTH AVENUE, SHOWROOM--16TH FLOOR.		
Jan. 15 10:00 A.M.	DAVIDOW (N.Y. DRESS INSTITUTE) SHOWING FOR VISITING PRESS, 550 SEVENTH AVENUE, SHOWROOM--21ST FLOOR.		
Jan. 15 11:00 A.M.	SAMUEL WINSTON (N.Y. DRESS INSTITUTE) SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE, SHOWROOM--11TH FLOOR.		
Friday Jan. 15 12:30 P.M. Luncheon	LUNCHEON FOR VISITING PRESS	COTY, INC.	WALDORF-ASTORIA SERT ROOM
	Coty (Auxiliary Member of N.Y.D.I.) will invite the visiting press to luncheon. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
Jan. 15 2:30 P.M.	JUNIOR FASHIONS (N.Y. DRESS INSTITUTE) SHOWING BY HORWITZ & DUBERMAN; INTERNATIONAL JUNIOR; JUNIOR SOPHISTICATES; REICH GOLDFARB--FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM.		
Jan. 15 3:30 P.M.	NETTIE ROSENSTEIN (N.Y. DRESS INSTITUTE) SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM.		
Jan. 15 4:45 P.M.	PELLON (Auxiliary Member of N.Y. Dress Institute) showing of new "wonder under" fashions on first color television program of women's fashions, to be presented on a closed circuit, for visiting and local press, WALDORF-ASTORIA, SERT ROOM.		
Jan. 15 5:00 P.M.	COCKTAIL PARTY (N.Y. DRESS INSTITUTE) TO MEET MEMBERS OF COUTURE GROUP & DESIGNERS, WALDORF-ASTORIA, SERT ROOM.		
Friday Jan. 15 8:30 P.M.	OPERA PARTY FOR VISITING PRESS	JEWELRY INDUSTRY COUNCIL	MET. OPERA HOUSE B'WAY & 39TH STREET
	The Jewelry Industry Council will be host to the visiting editors at J.M. Mankiewicz's new production of Puccini's "La Boheme". Rudolph Bing will hold a reception for the press at the opera house following the performance. By invitation only. Publicity: Martha Percilla, PL. 7-3075.		
Beginning Friday Jan. 15	OPENING OF SUMMER COLLECTION	HEATHERLANE, INC.	1385 BROADWAY SHOWROOM - 2ND FLOOR
	Continuous daily showings of Summer separates and dresses by Heatherlane. Publicity: Sidney Dee Bloeme, JU. 6-4490.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Friday Jan. 15	RAINWEAR PREVIEW FOR PRESS AND TRADE	LAWRENCE OF LONDON	239 WEST 39TH STREET SHOWROOM-11TH FLOOR
	Lawrence of London's daily showings of Spring and Summer rainwear, designed by Adele Lawrence. Contact: Norman Lawrence, CH. 4-3815.		
Beginning Friday Jan. 15	OPENING OF SUMMER COLLECTION	NELLY DE GRAB	533 SEVENTH AVENUE SHOWROOM-11TH FLOOR
	Continuous daily showings of Nelly de Grab's Summer collection of separates, coordinates and dresses. Publicity: Sidney Dee Bloeme, JU. 6-4490.		
Saturday Jan. 16 11:00 A.M.	PRESS PREVIEW: SPRING MILLINERY FASHIONS	JOHN FREDERICS	29 EAST 48TH STREET SALON
	Mr. Fred will present his Spring millinery collection to the visiting and local editors. By invitation only. Publ.: Marsha Scott, PL. 3-1010.		
Saturday Jan. 16 12:30 P.M. Luncheon	LUNCHEON FASHION SHOW FOR VISITING PRESS	BLUMENSTEIN, ROSS & LENTZ; AND ARLE, INC.	530 SEVENTH AVENUE SHOWROOM-27TH FLOOR
	Luncheon for the out-of-town editors, with a showing of Branell Spring fashions by Blumenstein, Ross & Lentz. Also, Mary Blair's fashions for Arle. By invitation only. Publ.: Mildred Kaldor, 347 Fifth, MU. 9-5420.		
Saturday Jan. 16 2:40 P.M.	THEATRE PARTY AND FASHION SHOW	WILL NEMEROV (530 SEVENTH AVENUE)	CORT THEATRE 138 WEST 48TH STREET
	Will Nemerov will invite visiting editors to the matinee performance of "The Fifth Season", which has been re-costumed by "Willi." Highlights of his new Spring collection will be shown after the performance. By invitation only. Contact: Marie Altheimer at Will Nemerov, LO. 4-9595.		
Saturday Jan. 16 3:00 P.M.	"HEALTH RESORT WEEKEND" FOR VISITING PRESS	FIBER PRODUCERS; MILLS & MANUFACTURERS	BILL BROWN'S GARRISON, N.Y.
	The out-of-town editors will be invited to Bill Brown's health resort "for men only", where the "iron curtain" will be pulled aside for the first time in 50 years to restore the tired career girl. The first and only women "to get the treatment" will be the visiting editors. (Trip takes one hour.) By invitation. Publ.: Lind-Gilbert Assoc., 22 E. 60 St., PL. 3-4786.		

WEEK BEGINNING MONDAY, JANUARY 18, 1954

Week Of Jan. 18	SPECIAL SHOWINGS OF SPRING COLLECTION	YOLANDE CORP.	16 EAST 34TH STREET SHOWROOM
	Open house for local and visiting press with showings of Yolande's Spring collection. Publicity: Peggy Caile, PL. 5-6358; or MU. 6-8600.		
Tuesday Jan. 19 10:00 A.M. Breakfast	PRESS SHOWING OF MEN'S FASHIONS	DOMINQUE FRANCE (53 EAST 51ST ST.)	HARWYN CLUB 112 EAST 52ND ST.
	Preview of 1954 designs and color themes in neckwear and men's accessories by Dominque France. Half-hour showing at 10:30 A.M. By invitation. Public Relations: Bea Wright at Merrill Lindsay, 50 East 96th St., SA. 2-7954.		
Tuesday Jan. 19 10:00 A.M. Breakfast	NEW LAMP DESIGNS AT PRESS PREVIEW	LAMP AND SHADE INST. OF AMERICA	NEW YORKER HOTEL PARLORS A, B & C
	Lamp Fashions Rooms designed by Patricia Harvey and Paul McCobb will be featured in an exhibit of new lamp designs. Miss Harvey and Mr. McCobb will be speakers at the press breakfast. By invitation. Publicity: Doris Herzig, 15 E. 26th St., MU. 3-3460.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Tuesday Jan. 19 10:30 A.M.	SUMMER COLLECTION BY GASTON MALLET	MURRAY HAMBURGER & CO.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Showing of Gaston Mallet's Summer collection of cocktail and after-dark fashions, designed in Paris for Murray Hamburger, with continuous showings daily thereafter. Contact: Florence Hamburger, BR. 9-2680.		
Tuesday Jan. 19 12:00 Noon-2:00 P.M. Buffet-Luncheon	PARIS IMPORTS: LISLE AND WOOL KNIT COSTUMES	TRICOSA OF PARIS & FEDER FASHIONS(16 E.52)	WALDORF-ASTORIA SUITE 4-M
	Showing of highlights from the Spring couture collection of Tricosa knit costumes and sweater blouses, in English lisle and French zephyr wool. Mr. Edgar Feder, American importer-distributor, will introduce M. Hugo Paucker, President of Tricosa of Paris, who will discuss plans for the American market. By invitation. Publicity: Helen Galland, PL. 5-9141.		
Tuesday Jan. 19	PRESS PREVIEW OF "LIVE WITHOUT LABOR"	ABRAHAM & STRAUS	6TH FLOOR
	New ideas in furniture, wall coverings and fabrics, highlighting the best designs in work-less heat-resistant, stain-resistant and easily cleanable surfaces and textures. Publicity: Frances Bemis, TR. 5-7200, Ext. 691.		

OPENINGS IN IRELAND, ITALY, LONDON, PARIS, SPAIN

Tuesday Jan. 19	SPRING & SUMMER PREVIEW IN IRELAND	SYBIL CONNOLLY OF DUBLIN	DUBLIN, IRELAND
	Sybil Connolly will present her Spring and Summer collection in Ireland. By invitation only. Publ.: Rosemary Sheehan, 630 5th Ave., CI. 7-8060.		
Beginning Tuesday Jan. 19	OPENING OF SPANISH COUTURE COLLECTIONS	COOPERATIVE DE ALTA COSTURA	MADRID & BARCELONA, SPAIN
	Openings in Madrid begin Jan. 19. Openings in Barcelona begin Jan. 27. Designers include: Rodriguez, Pertegaz, Bastida, Santa Eulalia, El Dique Flotante. N.Y. Contact: Rasponi Associates, TE. 8-8171.		
Beginning Saturday Jan. 23	OPENING OF ROMAN COUTURE COLLECTIONS	SINDACATO ITALIANO ALTO MODA	ROME, ITALY
	Jan. 23: Fabiani, Simonetta, Territrice di Capri. Jan. 24: Ferdinandi, Fontana, Schuberth. Jan. 25: Eleanora Garnett, Giovanelli-Sciarra, Mingolini-Gugenheim. Contact: Rosemary Sheehan, 630 5th Ave., CI. 7-8060; or E. A. Bronzini of the Sindacato, 32 Piazza Di Spagna, Rome, Italy.		
Beginning Monday Jan. 25	SCHEDULE OF LONDON COUTURE PREVIEWS	INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS	LONDON, ENGLAND
	Mon., Jan. 25: Hardie Amies; Charles Creed; Mattli; Victor Stiebel. Tues., Jan. 26: John Cavanagh; Norman Hartnell; Michael Sherard; Worth. Wed., Jan. 27: Lachasse; Mr. Michael; Digby Morton; Ronald Paterson. Admission by invitation. Contact: Lilian Hyder, 36 Bruton Place, London.		
Beginning Tuesday Jan. 26	OPENING OF COUTURE COLLECTIONS IN FLORENCE	ENTE ITALIANO DELLA MODA	FLORENCE, ITALY
	Jan. 26: Guidi, Marucelli, Veneziani. Jan. 27: Antonelli, Carosa, Vanna. Jan. 28: Capucci, Emilio. Contact: G. B. Giorgini, 1 Piazza S. Trinita, Florence, Italy.		

(continued on following page)

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

OPENINGS--Continued from Page 3

Beginning Monday Feb. 1	OPENING DATES OF PARIS COLLECTIONS	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE

Feb. 1: Pierre Cardin, Jacques Fath, Jean Patou, Nina Ricci.
Feb. 2: Pierre Balmain, Vera Borea, Mad Carpentier, Jean Desses, Jacques Heim, Lanvin, Manguin, Raphael, Madeleine de Rauch.
Feb. 3: Bruyere, Carven, Christian Dior, Jacques Griffe, Hermes, Michelle Lambert, Alex Maguy, Worth.
Feb. 4: Ardanse, Balenciaga, Hubert de Givenchy, Martial et Armand, Paquin, Schiaparelli.
Feb. 5: Calixte, Chanel, Jeanne Fardeau, Irmone, Germaine Lecomte, Amy Linker, Renee Lise, Maggy Rouff.
Feb. 6: Charles Montaigne.
Feb. 8: Edmond Courtot, Jean Dargence.
Feb. 9: Gres, Helen Hubert, Henry a la Pensee, Georgette Renal.
Feb. 10: Valentine Bourgade, Revillon.
Feb. 11: Carmine.
Feb. 19: Raymonde Coste.
Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris.

Wednesday Jan. 20 12:30 P.M. Luncheon	LUNCHEON SHOWING OF SPRING FASHIONS	B. ALTMAN & CO.	HOTEL PIERRE COTILLION ROOM

"It's A New Season"--Altman's will present Spring fashions by Mollie Parnis. Press by invitation. Public by reservation; contact: "Beverly," TE. 8-8000. Publicity: Eleanor Horton, MU. 9-7000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.

Wednesday Jan. 20 12:30 P.M. Luncheon	BOUTIQUE FASHIONS DURING LUNCHEON	ZITA, INC. (755 MADISON AVE.)	THE CARLTON HOUSE CARLTON ROOM

Zita will present her Boutique fashions during luncheon. Press by invitation. Public by reservation; contact: Charles or Steve, TE. 8-3000. Carlton House Fashion Publ.: Rasponi Assoc., 667 Madison Ave., TE.8-8171.

Wednesday Jan. 20 12:30 P.M. Luncheon	LUNCHEON SHOWING OF SPRING FASHIONS	NETTIE ROSENSTEIN	WALDORF-ASTORIA EMPIRE ROOM

Showing of Nettie Rosenstein's fashions, available at Bonwit Teller. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.

Cancelled Jan. 20 — THE S. STROOCK & CO. PRESS PREVIEW, ORIGINALLY SCHEDULED FOR WEDNESDAY, JAN. 20, AT 4:30 P.M., SHERRY NETHERLAND, HAS BEEN CANCELLED.

Wednesday Jan. 20 4:30 P.M.	PREVIEW: MID-WINTER FURNITURE SHOW	MACY'S NEW YORK	9TH FLOOR

Preview for daily press of Macy's mid-winter furniture show, a floor-wide presentation of news in furniture and decor. Preview for magazine editors Mon., Jan. 25 at 9:00 A.M., followed by buffet breakfast in Executive Dining Room. By invitation only. Publ.: Helen Law, CH. 4-2000, Ext. 2431.

Thursday Jan. 21 9:30 A.M.-11:00 A.M. Breakfast	PRESS PREVIEW: LETTER PAPERS AND NOTES	THE EATON PAPER CORP.	475 FIFTH AVENUE SHOWROOM

The Eaton Paper Corp. will introduce their Spring 1954 collection of fine letter papers and notes. By invitation. Publicity: Jane Scriven at Anderson & Cairns, 488 Madison Ave., MU. 8-5800.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Jan. 21 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW	RUSSEKS FIFTH AVENUE	HOTEL PLAZA PERSIAN ROOM
	Russeks will present suits, coats and ensembles for Spring. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Russeks Publicity: Florence Lord, WI. 7-1900. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Thursday Jan. 21 3:30 P.M. Cocktails	PREVIEW OF SUMMER COLLECTION	SEYMOUR JACOBSON	530 SEVENTH AVENUE SHOWROOM-8TH FLOOR
	Preview for press and resident buyers of Seymour Jacobson's Summer dress collection. By invitation. Trade opening Tues., Jan. 26, with showings at 12:00 Noon and 4:00 P.M. daily. Contact: Miss Joy, CH. 4-3488.		
Beginning Thursday Jan. 21- Jan. 26	"MOTORAMA OF 1954" & COORDINATED FASHIONS	GENERAL MOTORS CORP.	WALDORF-ASTORIA BALLROOM
	General Motors 1954 Preview, with special fashions designed for each car by Sophie of Saks Fifth Avenue for Cadillac; Nettie Rosenstein for Buick; Pauline Trigere for Oldsmobile; Jo Copeland of Pattullo for Pontiac; Maurice Rentner for Chevrolet. GM Publicity: Robert Johnson, PL. 7-4000.		
Saturday Jan. 23- Jan. 31 12:00 Noon- 11:00 P.M.	SPECIAL FASHIONS AT MOTOR SPORTS SHOW	WORLD MOTOR SPORTS SHOW	MADISON SQ. GARDEN EXHIBITION HALL
	Macy's New York will present Spring and Summer designer collections, co-ordinating fashion with highly-styled cars. Press show, Sat., Jan. 23 at 8 P.M. Daily fashions shows at 4:00 P.M. and 8:00 P.M. Admission: $1.50. Publicity: Audrey Leeds, MU. 7-7252.		
Jan. 24- Jan. 29	THE MIAMI FASHION COUNCIL'S SPRING-SUMMER MARKET WEEK AT MIAMI BEACH. Contact: Jay E. Kashuk, Exec. Dir., Chamber of Commerce Bldg.,Miami, Fla.		
Beginning Monday Jan. 25	OPENING: SUMMER JUNIOR DRESS COLLECTION	HELEN WHITING, INC.	1407 BROADWAY SHOWROOM-31ST FLOOR
	"Out-of-This-World"--junior dress collection designed by Miss Frances for Helen Whiting. Publicity: Ken R. Williams, 124 E. 55th St., JU. 6-8217.		
Jan. 25	CHICAGO SPRING-MIDSUMMER CORSET WEEK AT MERCHANDISE MART, CHICAGO,ILLINOIS.		
Tuesday Jan. 26 9:30 A.M. Breakfast	PRESS PREVIEW OF BRIDAL FASHIONS	BEST & CO.	3RD FLOOR BRIDAL SHOP
	Preview of Best's bridal fashions for Spring and Summer. By invitation only. Publicity: Gay Stearns, PL. 9-2000.		
Tuesday Jan. 26 10:30 A.M.	PREVIEW OF BENHAM ORIGINALS FOR SUMMER	BENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM-8TH FLOOR
	Bender & Hamburger's preview of Benham Originals for press and buying offices. By invitation. Trade showings beginning Wed., Feb. 3 at 2:30 P.M. daily. Publicity: Donna Cannon, 505 Fifth Ave., MU. 7-5447.		
Beginning Tuesday Jan. 26 11:00 A.M.	OPENING OF SUMMER COLLECTIONS	ARKAY; MARGOT; JUNIOR FORMALS, INC.	498 SEVENTH AVENUE SHOWROOMS-19 & 20
	Madeleine Fauth of Arkay Junior Frocks at 11:00 A.M. and daily thereafter at 10:00 A.M. and 2:00 P.M.; Rappi of Junior Formals at 4:00 P.M. and daily thereafter at 11:00 A.M. and 4:00 P.M. Anne Fogarty of Margot Dresses at 2:00 P.M. and daily thereafter at 11:00 A.M. and 3:00 P.M. Contact: William Durland at Margot Dresses, LO. 5-2626.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Jan. 26 2:00 P.M.- 5:00 P.M.	PREVIEW OF FASHIONS FOR BACKYARD BATHING	IDEAL TOY CORP.	43 WEST 36TH STREET SHOWROOM-4TH FLOOR
	Preview of 1954 fashions in "America's Newest Summer Sport for Children--Backyard Bathing". By invitation only. Publicity: John W. Milford, 55 West 42nd St., WI. 7-5968.		
Wednesday Jan. 27 10:30 A.M.	SUMMER COLLECTION BY DOROTHY COX	del MAR	498 SEVENTH AVENUE SHOWROOM-6TH FLOOR
	Press preview of del Mar's Summer collection, designed by Dorothy Cox. By invitation only. Daily trade showings beginning Thurs., Jan. 28 at 10:30 A.M. Publicity: Ken R. Williams, 124 W. 55th St., JU. 6-8217.		
Wednesday Jan. 27 12:30 P.M. Luncheon	"ROUND THE WORLD FASHIONS" AT LUNCHEON	BRITISH OVERSEAS AIRWAYS CORP.	HOTEL PIERRE COTILLION ROOM
	B.O.A.C. will present "Round The World Fashions", available at Lord & Taylor. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000. B.O.A.C. Publicity: Ouida Wagner, 340 Madison Ave., MU. 7-8900, Ext. 160.		
Wednesday Jan. 27 12:30 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW	DON MARSHALL (53 E. 54TH ST.)	THE CARLTON HOUSE CARLTON ROOM
	Presentation of Don Marshall's millinery fashions at luncheon. Press by invitation. Public by reservation; contact: Charles or Steve, TE. 8-3000. Carlton House Fashion Publicity: Rasponi Associates, 667 Madison Avenue, TE. 8-8171.		
Wednesday Jan. 27 4:00 P.M. Cocktails	FASHION SHOW AT ANNUAL CONVENTION	SOAP ASSOCIATION & COTTON COUNCIL	WALDORF-ASTORIA STARLIGHT ROOF
	The National Cotton Council will introduce Miss Beverly Louise Pack, the 1954 Maid of Cotton, and her washable cotton wardrobe at the 27th Annual Convention of the Association of American Soap and Glycerine Producers. By invitation only. Contact: Ruth Goldberg, Ass'n of American Soap and Glycerine Producers, MU. 6-3662; or Margot Herzog, National Cotton Council, WO. 4-2521.		
Thursday Jan. 28 10:30 A.M. Coffee	PREVIEW OF SPRING MILLINERY	WILLIAM J.	44 WEST 54TH STREET SALON
	William J. will present his Spring millinery to the press. By invitation only. (Note Change of Date). Contact: Kay Kean, CI. 5-8956.		
Thursday Jan. 28 10:30 A.M.	PREVIEW OF SUMMER COLLECTION	DAN KELLER	498 SEVENTH AVENUE SHOWROOM-11TH FLOOR
	Summer dress collection by Dan Keller will be presented to the press and resident buyers. By invitation. Publicity: Margaret Hodge, BR. 9-4824 or LO. 5-5280.		
Thursday Jan. 28 1:00 P.M. Luncheon	RESORT FASHIONS AT LUNCHEON SHOW	CLAIRE McCARDELL (TOWNLEY FROCKS)	HOTEL PLAZA PERSIAN ROOM
	Claire McCardell's Resort fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. McCardell Contact: LO. 4-2155. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Thursday Jan. 28 5:30 P.M.	SHOWING OF MAGIC ORLON COATS	ABRAHAM & STRAUS (BROOKLYN)	3RD FLOOR
	Fashions in washable orlon coats as featured in current issue of "Life" Magazine. Open to public. Publicity: Frances Bemis, TR. 5-7200.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Feb. 1 11:00 A.M. Champagne-Aperitif	PREMIERE PREVIEW OF NEW COLLECTION	ANDREW ARKIN, INC.	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Summer cotton originals will be featured at a premiere preview of Andrew Arkin's new firm. By invitation. Arkin Contact: WI. 7-5324. Publicity: Viola Shefer, 745 Fifth Ave., PL. 3-3173.		
Monday Feb. 1 12:00 Noon Luncheon	ANNIVERSARY SHOWING OF COTTON COLLECTION	JERRY PARNIS, INC. (530 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
	Jerry Parnis will celebrate her 15th anniversary as a designer of couture cottons with a luncheon and showing of her new Summer collection. (Note Change of Date). By invitation only. Trade showings beginning Tues., Feb. 2 at 2:30 P.M. daily. Publ.: Mildred Kaldor, 347 Fifth, MU. 9-5420.		
Monday Feb. 1 12:30 P.M. And 4:00 P.M.	PREVIEW: NEW JUNIOR SUMMER COLLECTION	CAROLYN SCHNURER, INC.	1410 BROADWAY SHOWROOM - 23RD FLOOR
	Carolyn Schnurer will introduce her Summer collection of Junior fashions, with showing at 12:30 P.M. (luncheon) and 4:00 P.M. (cocktails). By invitation only. Trade showings beginning Thurs., Feb. 4 at 2:00 P.M. daily. Contact: Lee Weber at Carolyn Schnurer, CH. 4-4587.		
Monday Feb. 1 4:00 P.M. Cocktails	PRESS PREVIEW OF SUMMER COLLECTION	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Press preview of Hannah Troy's Summer collection. By invitation only. Daily trade showings at 1:00 P.M., beginning Tues., Feb. 2. Publicity: Gladys Steiner at Lester Harrison, Inc., 341 Madison Ave., MU. 9-1630.		
Beginning Monday Feb. 1	OPENING OF SUMMER SPORTSWEAR LINES	CREATORS OF AMERICAN FASHIONS, INC.	INDIVIDUAL SHOWROOMS
	The member firms of the Creators of American Fashions, Inc. (formerly The Sportswear Guild) will open their Summer collections during the week beginning Feb. 1. Members include:		
	ADLER & ADLER, INC.	DAVID M. GOODSTEIN, INC.	SPORT-CRAFT, INC.
	DAVIDOW	KANE-WEILL	STAR-MAID DRESSES
		ZOLTAN ROSENBERG CO.	
Beginning Monday Feb. 1	FOGA TO SHOW SUMMER LINES	FASHION ORIGINATORS' GUILD OF AMERICA, INC.	MANUFACTURERS' SHOWROOM
	The members of the Fashion Originators' Guild of America will present Summer lines. Individual dates will be announced later.		
	LARRY ALDRICH CO., INC.	HORWITZ & DUBERMAN	RUDOLF GOWNS
	BEN BARRACK, INC.	INTERNATIONAL DRESS CO.	MARTIN SIMON, INC.
	ED GERRICK, INC.	J L F ORIGINAL, INC.	HERBERT SONDHEIM
	A. GOODMAN & CO.	NAT KAPLAN, INC.	FRANK STARR, INC.
	GRABOIS	DAVID LEVINE CO.	SUZANNE-AUGUSTINE
	FRED GREENBERG DRESS CO.	PAUL PARNES CORP.	HANNAH TROY, INC.
	JOSEPH HALPERT, INC.	PARNIS-LIVINGSTON, INC.	SAMUEL WINSTON, INC.
		BEN REIG, INC.	
	Contact: Leonard W. Gendler, Executive Secretary, 1440 B'way, CH.4-6945		
Tuesday Feb. 2-Feb. 3 8:30 A.M. And 12:00 Noon	PREVIEW OF MISSES' SUMMER COLLECTION	CAROLYN SCHNURER, INC.	1410 BROADWAY SHOWROOM - 23RD FL.
	Breakfast (8:30 A.M.) and luncheon (12:00 Noon) previews of Carolyn Schnurer's misses' Summer collection. By invitation. Daily box luncheons for the trade, beginning Thurs., Feb. 4 at 12:00 Noon, showing at 12:30 P.M. Contact: Lee Weber at Carolyn Schnurer, CH. 4-4587.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Feb. 2 12:15 P.M. Luncheon	"MARCH OF DIMES" FASHION SHOW	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM
	Tenth Annual "March of Dimes" Fashion Show presented for the benefit of The National Foundation For Infantile Paralysis, with fashions from the New York Dress Institute Couture Group. Price: $35.00; $50.00; $75.00. Contact: Elaine Whitelaw, National Foundation, 120 Broadway, BE. 3-0500. Fashion Publicity: Eleanor Lambert, MU. 8-2130.		
Beginning Tuesday Feb. 2 1:15 P.M.	OPENING OF SUMMER DRESS COLLECTION	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM-18TH FLOOR
	Showing of Richard Cole's Summer dress collection at 1:15 P.M. daily. Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.		
Beginning Tuesday Feb. 2 2:30 P.M.	OPENING OF SUMMER COLLECTION	CLAIRE McCARDELL (TOWNLEY FROCKS)	550 SEVENTH AVENUE SHOWROOM-6TH FLOOR
	Opening of Summer collection by Claire McCardell. Daily showings at 2:30 P.M. By appointment. Contact: LO. 4-2155.		
Tuesday Feb. 2 3:30 P.M. Cocktails	PREVIEW OF SUMMER COLLECTION	LINBERT, INC.	550 SEVENTH AVENUE SHOWROOM-19TH FLOOR
	Separates and sportswear, designed by Lotte for Linbert, will be presented to press and buyers. By invitation. Continuous daily showings thereafter. Publicity: Lind-Gilbert Assoc., 22 E. 60th St., PL. 3-4786.		
Tuesday Feb. 2 4:00 P.M. Cocktails	PRESS PREVIEW OF SUMMER COLLECTION	GRABOIS	498 SEVENTH AVENUE SHOWROOM-5TH FLOOR
	Preview for the press of the Grabois Summer collection designed by Zelma Golden. By invitation only. Daily trade showings at 1:15 P.M. and 4:00 P.M. beginning Thurs., Feb. 4. Publicity: Gladys Steiner at Lester Harrison, Inc., 341 Madison Ave., MU. 9-1630.		
Beginning Wednesday Feb. ~~8~~ 9 9:00 A.M.; ~~3:00~~ 3:30 P.M.	PREVIEW OF SUMMER FASHIONS	CHARM MAGAZINE	1384 BROADWAY SHOWROOM-~~20TH FLOOR~~ 18th
	"Charm" Magazine previews Summer fashions for women who work from its May-June "Two Weeks With Pay" issues; featuring a promotion and display blueprint. May merchandise on display beginning Feb. 9; June merchandise beginning ~~Feb. 25~~ March 2. Contact: "Charm" Promotion Department, PL. 9-2080.		
Wednesday Feb. 3 9:30 A.M. Breakfast	PREVIEW OF SUMMER COLLECTION	GRETA PLATTRY	498 SEVENTH AVENUE SHOWROOM-4TH FLOOR
	Separates and sportswear for Summer, designed by Greta Plattry, will be presented at a preview for press and resident buyers. By invitation. Publicity: Margaret Hodge, BR. 9-4824 or PE. 6-8680.		
Wednesday Feb. 3 11:00 A.M.	PRESS PREVIEW: SPRING SHOE COLLECTION	SAKS FIFTH AVENUE	SAVOY PLAZA LE CHATEAU-11TH FL.
	Saks Fifth Avenue will present their Spring and Summer shoe collection to the press. By invitation only. Publ.: Carolyn Haight, PL. 3-4000, Ext.7064.		
Wednesday Feb. 3 2:30 P.M.	PRESS PREVIEW: SUMMER COLLECTION BY BRIGANCE	SPORTSMAKER, INC.	498 SEVENTH AVENUE SHOWROOM-6TH FLOOR
	Sportsmaker's press preview of the Summer collection designed by Brigance, with a presentation of bathing suits, playclothes, separates and dresses. By invitation only. Trade showings daily thereafter at 2:30 P.M. Contact: Julie Isles at Sportsmaker, LO. 3-1534.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Feb. 3 2:30 P.M.	OPENING OF SUMMER DRESS COLLECTION	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Showing of David Crystal's Summer dress collection with showings daily thereafter at 2:30 P.M. Publ.: Terry Mayer at David Crystal, BR. 9-6560.		
Beginning Wednesday Feb. 3 4:00 P.M.	OPENING OF SUMMER COLLECTION	J. R. McMULLEN CO.	475 FIFTH AVENUE SHOWROOM - 4TH FLOOR
	Opening of McMullen's Summer collection, designed by Harry Willis. By invitation only. Showings daily thereafter at 2:30 P.M. Contact: Bette Anne Brown at McMullen, MU. 3-9560.		
Thursday Feb. 4 12:15 P.M. Luncheon	MILLINERY DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ROOSEVELT BALLROOM
	The Fashion Group will hold their Millinery Division luncheon. (Details and prices later). Contact: The Fashion Group, CI. 7-3940.		
Thursday Feb. 4 12:30 P.M. Luncheon	SHOWING OF SPRING BRIDAL FASHIONS	ROSETTE PENNINGTON (20 EAST 56TH STREET)	HOTEL PLAZA TERRACE ROOM
	Luncheon showing of Spring and Summer bridal fashions. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Pennington Contact: Ruth English, PL. 9-3737. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.		
Thursday Feb. 4 4:30 P.M. Cocktails	PRESS PREVIEW: RESORT & SPRING SHOES	J. & J. SLATER	54TH STREET AND MADISON AVENUE
	Slater's 105th Birthday Party with a press showing of their new Resort and Spring shoe collection. By invitation only. Publicity: Alice Dowd, The Wesley Associates, EL. 5-2680.		
Thursday Feb. 4 11:00 A.M.- 3:00 P.M.. Buffet	FIRST PRESENTATION	AMERICAN RAYON INSTITUTE	HOTEL ASTOR CORAL ROOM
	The American Rayon Institute presents a preview to press and buyers of "The Look of Linen", keyed for Summer promotions. By invitation only. Fashion Director: Jeanne Pierre. Publ.: Ruth Hammer Assoc., EL. 5-7872.		
Beginning Friday Feb. 5 11:00 A.M.	PREVIEW OF SUMMER COLLECTION	B. H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Presentation of B. H. Wragge's Summer collection. By invitation only. Contact: Betty Bridgers at Wragge, WI. 7-4968.		
Beginning Tuesday Feb. 9 4:00 P.M.	OPENING OF SUMMER COLLECTION	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	"It's Summer at Harmay"--presenting dresses, suits, costumes, with daily showings thereafter at 4:00 P.M. By reservation. Publicity: Pauline Greene, 10 E. 39th St., MU. 5-3164.		
Tuesday Feb. 9 4:15 P.M.- 5:30 P.M.	SWISS FABRIC FASHION SHOW	COTTON INDUSTRIES OF SWITZERLAND	HOTEL PIERRE BALLROOM
	Eleventh annual presentation of Swiss Fabrics from the current collections in Spring and Summer fashions, created by leading American and European designers and manufacturers. Contact: William P. Flanders, OX. 7-0022.		
Thursday Feb. 11 2:30 P.M.	OPENING OF SUMMER COLLECTION	CLARE POTTER INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	Clare Potter will present her Summer collection, with daily showings for two weeks thereafter at 2:30 P.M. Contact: Lorraine Kehoe, PE. 6-4167.		

MOVIES...MUSIC...THEATRE...OPERA

Week of Jan. 18

TENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & BROADWAY
Mon., Jan. 18: Bizet's CARMEN. Wed., Jan. 20: Verdi's RIGOLETTO. Thurs., Jan. 21: Mozart's COSI FAN TUTTE. Fri., Jan. 22: Donizetti's LUCIA DI LAMMERMOOR. Sat. Eve., Jan. 23: Mussorgsky's BORIS GODUNOV. Publicity: Margaret Carson, PE. 6-1200.

Beginning Tuesday Jan. 19

SECOND WEEK; N.Y. CITY BALLET CITY CENTER, 131 WEST 55TH STREET
Tues., Jan. 19: SERENADE, OPUS 34, SYLVIA PAS DE DEUX, CAKEWALK. Wed., Jan. 20: SWAN LAKE, THE CAGE, A LA FRANCAIX, LA VALSE. Thurs., Jan. 21: INTERPLAY, SWAN LAKE, AFTERNOON OF A FAUN, CAKEWALK. Fri., Jan. 22: SERENADE, PRODIGAL SON, HARLEQUINADE, PIED PIPER. Sat., Mat., Jan. 23: SERENADE, SYLVIA PAS DE DEUX, LA VALSE, PIED PIPER. Sat. Eve., Jan. 23: SWAN LAKE, AFTERNOON OF A FAUN, PRODIGAL SON, FANFARE. Tickets: $1.50-$3.60. Publicity: Phillip Bloom, CH. 4-2185.

Tuesday Jan. 19

OPENING: "CORIOLANUS" PHOENIX THEATRE, 12TH ST. & 2ND AVENUE
T. Edward Hambleton and Norris Houghton will present a revival of Shakespeare's political tragedy, with Robert Ryan, Mildred Natwick and John Emery. Director: John Houseman. Settings: Donald Oenslager. Costumes: Alvin Colt. Publicity: Sol Jacobson, CH. 4-1482.

Tuesday Jan. 19 8:30 P.M. Dinner

BENEFIT DINNER: "BAL DES BERCEAUX" WALDORF-ASTORIA, SERT ROOM
Dinner-supper-dance for the benefit of war orphans in France and the Middle East, sponsored by the Committee of French American Wives. Guests of Honor will be Roland Petit and his Ballets de Paris. Tickets: $16.00; contact: EL. 5-7565 or GR. 3-4813.

Wednesday Jan. 20

OPENING: "THE CAINE MUTINY COURTMARTIAL" PLYMOUTH THEATRE, 236 W. 45TH ST.
Paul Gregory-Charles Laughton Production of a new play adapted from Herman Wouk's Pulitzer prize winning novel, starring Henry Fonda, John Hodiak, Lloyd Nolan. Director: Dick Powell. Publicity: Karl Bernstein, CI.6-0427.

Wednesday Jan. 20 8:30 P.M.

PREMIERE: "THE GOLDEN COACH" (Movie) NORMANDIE THEATRE, 110 WEST 57TH ST.
A Delphinus Hoche Production, released by Italian Films Export, Jean Renoir's Technicolor presentation of Italian Renaissance Commedia dell' Arte, starring Anna Magnani. (Premiere showing for benefit of N.Y.Cardiac Home.) Producer: Francesco Alliata. Costumes: Maria De Matteis; Peruzzi and Maggi. Publicity: Arnold Jurdem, JU. 6-4448.

Tuesday Jan. 26

OPENING: "THE IMMORALIST" LYCEUM THEATRE, 149 WEST 45TH STREET
Billy Rose presents the semi-autobiographical novel of Andre Gide, adapted by Ruth and Augustus Goetz, co-starring Geraldine Page and Louis Jourdan. Director: Herman Shumlin. Settings: George Jenkins. Costumes: Motley. Publicity: Bill Doll, CI. 5-8747.

Thursday Jan. 28

OPENING: "MARDI GRAS" THEATRE TO BE ANNOUNCED
Anthony Parella will present Norman Rosten's drama about a Coney Island boarding house with Lenore Ulrich. Music by Duke Ellington. Director: Peter Kass. Settings: Leo Kerz. Publicity: David Lipsky, CH. 4-5185.

Thursday Feb. 11

OPENING: "THE CONFIDENTIAL CLERK" MOROSCO THEATRE, 217 WEST 45TH STREET
Henry Sherek and The Producers' Theatre will present the T. S. Eliot comedy with Ina Claire, Claude Rains and Joan Greenwood, Aline MacMahon and Douglas Watson. Director: E. Martin Browne. Settings & Costumes: Paul Morrison. Publicity: Barry Hyams, CO. 5-4784.